

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WRAL-TV; Raleigh NC	Date: 8/14/12 9/24/12
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I, Buying Time LLC,

being/on behalf of: Dalton for Governor, a legally

qualified candidate of the Democratic political

party for the office of: North Carolina Governor

in the General

election to be held on: November 6th, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges: \$ 32,720.91 \$ 27,812	NET
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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

Dalton for Governor
P.O. Box 1696
Raleigh, N.C. 27602

Scott Falmlen-Treasurer

Phone: (919) 755-6888

I represent that the payment for the above described broadcast time has been furnished by:

Dalton for Governor

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Scott Falmlen-Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

8/14/12

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Dave Lyles
Signature

Dave Lyles
Printed Name

Sales Manager
Title

CONTRACT

WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

Contract / Revision 116639 /		Alt Order # 06281371
Product DALTON 9/25		
Contract Dates 09/25/12 - 10/01/12		Estimate # 2207
Advertiser Dalton for Governor		Original Date / Revision 08/16/12 / 09/20/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WRAL	Account Executive Cheryl Blair	Sales Office Washington Tel
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code 323	Product Code 326
Agency Ref		Advertiser Ref

And:

Buying Time
P.O. Box 40181
Washington, DC 20016-0181

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WRAL	09/28/12	09/28/12	Price is Right	11a-12p		:30			NM	1	\$500.00
		CLASS 1 CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	----1--				1	\$500.00			
N 2	WRAL	09/28/12	09/28/12	Young and the Restless	4-5p		:30			NM	1	\$875.00
		CLASS 2 - CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	----1--				1	\$875.00			
N 3	WRAL	09/28/12	09/28/12	5:00 First News	5-530p		:30			NM	1	\$1,115.00
		CLASS 3 - CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	----1--				1	\$1,115.00			
N 4	WRAL	09/28/12	09/28/12	5:30 News	530-6p		:30			NM	1	\$1,115.00
		CLASS 3 - CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	----1--				1	\$1,115.00			
N 5	WRAL	09/28/12	09/28/12	6pm News (M-F)	6-630p		:30			NM	1	\$1,335.00
		CLASS 3 - CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	----1--				1	\$1,335.00			
N 6	WRAL	09/28/12	09/28/12	Inside Edition	7-730P		:30			NM	1	\$1,000.00
		CLASS 2 - CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	----1--				1	\$1,000.00			
N 7	WRAL	09/28/12	09/28/12	CBS This Morning	7am - 9am		:30			NM	1	\$380.00
		CLASS 3 - CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	----1--				1	\$380.00			
N 8	WRAL	10/01/12	10/01/12	Late News	11-1135p		:30			NM	1	\$1,335.00
		CLASS 3 - CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/01/12	10/07/12	1-----				1	\$1,335.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

<u>Contract / Revision</u>	<u>Alt Order #</u>
116639 /	06281371

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/25/12 - 10/01/12	DALTON 9/25	2207

<u>Advertiser</u>	<u>Original Date / Revision</u>
Dalton for Governor	08/16/12 / 09/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 9	WRAL	10/01/12	10/01/12	David Letterman	1135p-1237a		:30			NM	1	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	1-----				1	\$270.00			
N 10	WRAL	10/01/12	10/01/12	Price is Right	11a-12p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	1-----				1	\$500.00			
N 11	WRAL	10/01/12	10/01/12	Young and the Restless	4-5p		:30			NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	1-----				1	\$875.00			
N 12	WRAL	10/01/12	10/01/12	WRAL 5am News	5am - 5:30a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	1-----				1	\$300.00			
N 13	WRAL	10/01/12	10/01/12	5:30 News	530-6p		:30			NM	1	\$1,115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	1-----				1	\$1,115.00			
N 14	WRAL	10/01/12	10/01/12	Inside Edition	7-730P		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	1-----				1	\$1,000.00			
N 15	WRAL	10/01/12	10/01/12	CBS This Morning	7am - 9am		:30			NM	1	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	1-----				1	\$380.00			
N 16	WRAL	09/29/12	09/29/12	WRAL 6a News Sat	6-8a		:30			NM	1	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	-----1-				1	\$270.00			
N 17	WRAL	09/30/12	09/30/12	Face The Nation 1030-1130	1030-1130		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	-----1				1	\$400.00			
N 18	WRAL	09/30/12	09/30/12	Late News	11-1135p		:30			NM	1	\$1,335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	-----1				1	\$1,335.00			
N 19	WRAL	09/30/12	09/30/12	CBS Sunday Morning	9-1030a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	-----1				1	\$600.00			
N 20	WRAL	09/27/12	09/27/12	Late News	11-1135p		:30			NM	1	\$1,335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	---1---				1	\$1,335.00			

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Contract / Revision	Alt Order #
116639 /	06281371

Contract Dates	Product	Estimate #
09/25/12 - 10/01/12	DALTON 9/25	2207

Advertiser	Original Date / Revision
Dalton for Governor	08/16/12 / 09/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 21	WRAL	09/27/12	09/27/12	Noon News	12p-1p		:30			NM	1	\$215.00
		CLASS 3 - CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	---1---				1	\$215.00			
N 22	WRAL	09/27/12	09/27/12	WRAL 5am News	5am - 5:30a		:30			NM	1	\$300.00
		CLASS 3 - CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	---1---				1	\$300.00			
N 23	WRAL	09/27/12	09/27/12	5:00 First News	5-530p		:30			NM	1	\$1,115.00
		CLASS 3- CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	---1---				1	\$1,115.00			
N 24	WRAL	09/27/12	09/27/12	6pm News (M-F)	6-630p		:30			NM	1	\$1,335.00
		CLASS 3 - CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	---1---				1	\$1,335.00			
N 25	WRAL	09/27/12	09/27/12	CBS This Morning	7am - 9am		:30			NM	1	\$380.00
		CLASS 3 - CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	---1---				1	\$380.00			
N 26	WRAL	09/27/12	09/27/12	Entertainment Tonight	730-8P		:30			NM	1	\$1,000.00
		CLASS 2 - CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	---1---				1	\$1,000.00			
N 27	WRAL	09/27/12	09/27/12	Dr. Phil	9-10a		:30			NM	1	\$215.00
		CLASS 3 - CANDIDATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	---1---				1	\$215.00			
N 28	WRAL	09/25/12	09/25/12	David Letterman	1135p-1237a		:30			NM	1	\$270.00
		CLASS 3 - CANDIDATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	-1-----				1	\$270.00			
N 29	WRAL	09/25/12	09/25/12	WRAL 5am News	5am - 5:30a		:30			NM	1	\$300.00
		CLASS 3 - CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	-1-----				1	\$300.00			
N 30	WRAL	09/25/12	09/25/12	5:00 First News	5-530p		:30			NM	1	\$1,115.00
		CLASS 3 - CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	-1-----				1	\$1,115.00			
N 31	WRAL	09/25/12	09/25/12	5:30 News	530-6p		:30			NM	1	\$1,115.00
		CLASS 3 - CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	-1-----				1	\$1,115.00			
N 32	WRAL	09/25/12	09/25/12	Entertainment Tonight	730-8P		:30			NM	1	\$1,000.00
		CLASS 2 - CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	-1-----				1	\$1,000.00			

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116639 /	06281371

Contract Dates	Product	Estimate #
09/25/12 - 10/01/12	DALTON 9/25	2207

Advertiser	Original Date / Revision
Dalton for Governor	08/16/12 / 09/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 33	WRAL	09/25/12	09/25/12	Dr. Phil	9-10a		:30			NM	1	\$215.00
		CLASS 3 - CANDIDATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1-----				1	\$215.00			
N 34	WRAL	09/26/12	09/26/12	Late News	11-1135p		:30			NM	1	\$1,335.00
		CLASS 3 - CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$1,335.00			
N 35	WRAL	09/26/12	09/26/12	David Letterman	1135p-1237a		:30			NM	1	\$270.00
		CLASS 3 - CANDIDATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$270.00			
N 36	WRAL	09/26/12	09/26/12	Price is Right	11a-12p		:30			NM	1	\$500.00
		CLASS 2 - CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$500.00			
N 37	WRAL	09/26/12	09/26/12	Noon News	12p-1p		:30			NM	1	\$215.00
		CLASS 3 - CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$215.00			
N 38	WRAL	09/26/12	09/26/12	WRAL 5am News	5am - 5:30a		:30			NM	1	\$300.00
		CLASS 3 - CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$300.00			
N 39	WRAL	09/26/12	09/26/12	5:00 First News	5-530p		:30			NM	1	\$1,115.00
		CLASS 3 - CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$1,115.00			
N 40	WRAL	09/26/12	09/26/12	6pm News (M-F)	6-630p		:30			NM	1	\$1,335.00
		CLASS 3 - CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$1,335.00			
N 41	WRAL	09/26/12	09/26/12	Inside Edition	7-730P		:30			NM	1	\$1,000.00
		CLASS 2 - CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$1,000.00			
N 42	WRAL	09/26/12	09/26/12	CBS This Morning	7am - 9am		:30			NM	1	\$380.00
		CLASS 3 - CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$380.00			
N 43	WRAL	09/26/12	09/26/12	Dr. Phil	9-10a		:30			NM	1	\$215.00
		CLASS 3 - CANDIDATE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$215.00			
N 44	WRAL	09/27/12	09/27/12	Noon News	12p-1p		:30			NM	1	\$215.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---T---				1	\$215.00			

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(919)821-8514

Contract / Revision	Alt Order #
116639 /	06281371

Contract Dates	Product	Estimate #
09/25/12 - 10/01/12	DALTON 9/25	2207

Advertiser	Original Date / Revision
Dalton for Governor	08/16/12 / 09/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 45	WRAL	09/25/12	09/25/12	Dr. Phil	9-10a		:30			NM	1	\$215.00
CLASS 3 CANDIDATE R8.23												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$215.00			
N 46	WRAL	09/27/12	09/27/12	Dr. Phil	9-10a		:30			NM	1	\$215.00
CLASS 3 CANDIDATE R8.23												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---T---				1	\$215.00			
N 47	WRAL	09/25/12	09/25/12	WRAL 5am News	5am - 5:30a		:30			NM	1	\$300.00
CLASS 3 CANDIDATE R8.23												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$300.00			
N 48	WRAL	09/26/12	09/26/12	WRAL 5am News	5am - 5:30a		:30			NM	1	\$500.00
CLASS 3 CANDIDATE R8.23												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--W----				1	\$500.00			
Totals											48	\$32,720.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	40	\$26,945.00	\$22,903.25
10/01/12 - 10/01/12	8	\$5,775.00	\$4,908.75
Totals	48	\$32,720.00	\$27,812.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.